

Application No. 09/825,758  
Amendment dated January 10, 2007

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method for delivering advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:

~~timing detecting a user session, the session commencing upon the user interacting with the user interface, the user interface being a graphical display of software presented on the display;~~

~~starting an ad timer upon the user making a request for user requested content by interacting with the user interface, the ad timer being set for an interval of time;~~

~~determining if the interval of time of the ad timer has an elapsed time during when the user makes a subsequent request for user requested content by interacting with the user interface session; and~~

~~interrupting delivery of the user requested content to the visual display to deliver the advertising content if the interval of time of the ad timer has elapsed;~~

~~resetting the ad timer after the delivery of the advertising content is complete; and~~

~~delivering the user requested advertising content to the visual display based on the user interacting with the user interface during a selected interval of the elapsed time during the user session, the selected interval being less than the elapsed time, the advertising content being displayed on the visual display where user interaction with the user interface occurs during the selected interval of time.~~

2. (currently amended) The method of claim 1, wherein said timing detecting step commences upon an initial interaction by the user with the user interface.

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3. (currently amended) The method of claim 1, wherein said timing detecting step commences upon the user selecting content through the user interface.
4. (currently amended) The method of claim 1, wherein the selected interval of time is fixed.
5. (currently amended) The method of claim 4, wherein the selected interval of time is five minutes.
6. (currently amended) The method of claim 1, wherein the selected interval of time is variable during the user session.

Claim 7 cancelled.

8. (currently amended) The method of claim 1, wherein the selected interval of time is determined based on a content selection made by the user.

Claims 9 and 10 cancelled.

11. (original) The method of claim 1, wherein said delivering step delivers the advertising content over at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.
12. (original) The method of claim 1, wherein the advertising content is streaming video.
13. (original) The method of claim 12, wherein the video is broadcast quality video.
14. (original) The method of claim 12, wherein said delivering step delivers the video at a bit rate of at least 144 Kbps.
15. (original) The method of claim 1, further comprising the step of suspending user interface functions during said delivering step.
16. (currently amended) The method of claim 1, wherein after completion of said delivering step, at least one of said timing detecting, starting, determining, interrupting, resetting, and delivering steps are repeated.
17. (original) The method of claim 1, wherein said delivering step delivers the advertising content to completely fill the visual display.
18. (original) The method of claim 1, wherein the advertising content includes a link to at least one Internet address.

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19. (currently amended) The method of claim 1, wherein the timing detecting step includes the user interacting with the user interface via a keyboard.
20. (currently amended) The method of claim 1, wherein the timing detecting step includes the user interacting with the user interface via a voice-activated device.
21. (currently amended) The method of claim 1, wherein the timing detecting step includes the user interacting with the user interface via a link to another web page.
22. (original) The method of claim 1, wherein said delivering step occurs after a second interaction by the user with the user interface.
23. (original) The method of claim 1, further comprising the step of delivering video content to the user.
24. (original) The method of claim 23, wherein said advertising content delivering step occurs after the completion of said video content delivering step to create a commercial-free video.
25. (currently amended) A method for delivering advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:  
  
detecting the user's interaction with the user interface;  
measuring an amount of time between the user's interactions with the user interface; and  
launching the advertising content to the visual display after a selected elapsed interval of time and if the user user's interaction with the user interface occurs during the selected elapsed interval of time.
26. (original) The method of claim 25, wherein said measuring step commences upon the user selecting content through the user interface.
27. (original) The method of claim 25, further comprising the step of delivering the advertising content to the visual display.
28. (original) The method of claim 27, further comprising the step of pausing said measuring step during said delivering step.

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29. (original) The method of claim 28, further comprising the step of un-pausing said measuring step after said delivering step is completed.
30. (original) The method of claim 27, wherein said delivering step delivers the advertising content over at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.
31. (original) The method of claim 25, wherein the advertising content is streaming video.
32. (original) The method of claim 31, wherein the video is broadcast quality video.
33. (original) The method of claim 31, further comprising the step of delivering the video to the visual display at a bit rate of at least 144 Kbps.
34. (original) The method of claim 27, further comprising the step of suspending user interface functions during said delivering step.
35. (original) The method of claim 25, wherein after completion of said launching step, said measuring and launching steps are repeated.
36. (original) The method of claim 25, wherein the measuring step includes the user interacting with the user interface via a keyboard.
37. (original) The method of claim 25, wherein the measuring step includes the user interacting with the user interface via a voice-activated device.
38. (original) The method of claim 25, wherein the measuring step includes the user interacting with the user interface via a link to another web page.
39. (original) The method of claim 25, wherein said launching step occurs after a second interaction by the user with the user interface.
40. (original) The method of claim 25, further comprising the step of delivering video content to the user.
41. (original) The method of claim 40, wherein said advertising content launching step occurs after the completion of the video content delivering step to create a commercial-free video.
42. (currently amended) A method for delivering advertising content to a visual display adapted to display a user interface for use by a user, said method

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comprising the steps of:

time-stamping a user session profile during a user session, the user session commencing upon the user interacting with the user interface;  
detecting an address for contents requested by the user;  
saving the address requested by the user and interrupting the delivery of contents of the address if after a selected interval of time has elapsed since said time-stamping step;  
delivering the advertising content to the visual display, the delivering of the advertising content to the visual display being uninterruptible by the user for a selected period of time; and  
sending the contents of the address requested by the user to the visual display.

43. (original) The method of claim 42, wherein the advertising content is streaming video.
44. (original) The method of claim 43, wherein the video is broadcast quality video.
45. (original) The method of claim 43, wherein said delivering step delivers video at a bit rate of at least 144 Kbps.
46. (original) The method of claim 42, further comprising the step of suspending user interface functions during said delivering step.
47. (original) The method of claim 42, further comprising the step of delivering video content to the user.
48. (original) The method of claim 47, wherein said advertising content delivering step occurs after the completion of said video content delivering step to create a commercial-free video.
49. (withdrawn) A method for delivery of advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:  
detecting an address request; and

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delivering the advertising content to the user independently of any code associated with the address.

50. (withdrawn) The method of claim 49, wherein the advertising content is delivered before the requested address is accessed.
51. (withdrawn) The method of claim 49, wherein said delivering step delivers the advertising content after a selected number of address requests are detected.
52. (withdrawn) The method of claim 49, further comprising the step of measuring an amount of time elapsed since the address was requested, wherein said delivering step occurs after a selected interval of the elapsed time.
53. (withdrawn) The method of claim 52, further comprising the step of pausing said measuring step during said delivering step.
54. (withdrawn) The method of claim 53, further comprising the step of un-pausing said measuring step after said delivering step is completed.
55. (withdrawn) The method of claim 49, wherein said delivering step delivers the advertising content over at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.
56. (withdrawn) The method of claim 49, wherein the advertising content is streaming video.
57. (withdrawn) The method of claim 56, wherein the video is broadcast quality video.
58. (withdrawn) The method of claim 56, wherein said delivering step delivers video at a bit rate of at least 144 Kbps.
59. (withdrawn) The method of claim 49, further comprising the step of suspending interface functions during said delivering step.
60. (withdrawn) The method of claim 49, further comprising the step of delivering video content to the user.
61. (withdrawn) The method of claim 60, wherein said advertising content delivering step occurs after the completion of said video content delivering step to create a commercial-free video.

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62. (withdrawn) A method for delivering advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:
  - detecting an address request; and
  - delivering the advertising content to fill a substantial portion of the visual display independently of any code associated with the address.
63. (withdrawn) The method of claim 62, wherein said delivering step includes the sub-step of completely filling the visual display.
64. (withdrawn) The method of claim 62, wherein said delivering step includes the sub-step of placing browser controls outside of the visual display.
65. (withdrawn) A method for inhibiting the interruption of advertising content delivery to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:
  - delivering the advertising content to the user; and
  - hiding on-screen user interface controls during said delivering step.
66. (withdrawn) The method of claim 65, further comprising the step of disabling selected user functions associated with the visual display.
67. (withdrawn) The method of claim 65, wherein the on-screen user interface controls are re-sized outside a viewing area of the visual display.
68. (withdrawn) The method of claim 65, wherein the on-screen user interface controls are overlaid by the advertising content.